



# **ICC AND USCIB** **CUSTOMS** *&* **TRADE** **FACILITATION** **SYMPOSIUM**

**FINDING SOLUTIONS TO CROSS-BORDER CHALLENGES**

**22-24 FEBRUARY 2015**  
**FOUR SEASONS HOTEL**  
**MIAMI, FLORIDA**

## PRELIMINARY PROGRAMME

### SUNDAY 22 FEBRUARY 2015

19.00–21.30 Speakers' dinner

### MONDAY 23 FEBRUARY 2015

08.00–09.00 Registration and breakfast

09.00–10.30 Opening

#### Welcome remarks and introduction

- **Harold McGraw III**, Chairman, ICC; Chairman, USCIB; Chairman, McGraw Hill Financial
- **Peter Robinson**, President and Chief Executive Officer, United States Council for International Business (USCIB)
- **John Danilovich**, Secretary General, International Chamber of Commerce (ICC)

#### Keynote address

- **Xiaozhun Yi**, Deputy Director General, World Trade Organization (WTO)
- **Kunio Mikuriya**, Secretary General, World Customs Organization (WCO)

10.30–10.45 Coffee Break

#### 10.45–12.00 **Driving implementation of the WTO Trade Facilitation Agreement: The way forward**

The historic and WTO Trade Facilitation Agreement agreed in Bali, Indonesia, in December 2013 will reduce costs, increase international trade flows and drive economic growth in developing and developed countries. It is estimated that if trade facilitation measures is fully implemented it could boost the world economy by up to \$1 trillion dollars. This panel will discuss how the Agreement will enhance coordinated border management, the challenges to implementation and the role of donors and the international trade community in ensuring that countries receive proper assistance.

#### Moderator

- **James Bacchus**, Chair, ICC Commission on Trade and Investment Policy; Chair, Global Practice Group, Greenberg Traurig; former Chairman of the WTO Appellate Body; former US Congressman

#### Panellists

- **Brenda Brockman Smith**, Assistant Commissioner, Office of International Trade, Customs and Border Protection (CBP)
- **Virginia Brown**, Director, Office of Trade and Regulatory Reform, US Agency for International Development (USAID)
- **Evdokia Moïsé**, Senior Trade Policy Analyst, Trade and Agriculture Directorate, Development Division, Organization for Economic Cooperation and Development (OECD)
- **Sarah Thorn**, Senior Director, Federal Government Relations, Wal-Mart Stores, Inc.

12.00–13.30 Luncheon

Keynote address and Q&A session

#### Moderator

- **Maritza Castro**, Vice President, Head of Customs and Regulatory Affairs, Americas Region, DHL Express USA

#### Speakers

- **Harold McGraw III**, Chairman, ICC; Chairman, USCIB; Chairman, McGraw Hill Financial
- **Mark Linscott**, Assistant United States Trade Representative for WTO and Multilateral Affairs

**13.30–15.15 Trade logistics and customs regimes: Boosting regional and global supply chains?**

This expert panel will highlight the importance of transportation logistics and the impact of customs administrative procedures on regional and global supply chains. As business increasingly utilizes global value chains, efficient customs regimes and smooth logistics are crucial as intermediate goods move across many borders on the way to becoming a final product. The Panel will focus on identifying best practices and possible solutions to supply chain challenges. The discussion will also consider how diverse regulatory regimes undermine efforts to build global value chains that cut across regions.

**Moderator**

- **Oliver Peltzer**, Vice-Chair, ICC Commission on Customs and Trade Facilitation; Partner, Dabelstein & Passehl

**Panellists**

- **Umberto de Pretto**, Secretary General, International Road Transport Union (IRU)
- **Ruth Snowden**, Executive Director, CIFFA, International Federation of Freight Forwarders Associations (FIATA)
- **Simon Schofield**, Vice President - European Tax and Corporate Audit, Samsung Electronics
- **Michael Heldebrand**, Principal, EY Global Trade, Ernst & Young LLP
- **Darcy Price**, Director, Value Chain Applications, Oracle

15.15–15.30 Coffee Break

**15.30–16.00 ICC Trade Tools: Why do they work so well?**

Initiated decades ago and still widely used to ease trade flows and build export growth, Incoterms® rules and ATA Carnet are proven world standards.

- The Incoterms® rules — developed and published by ICC — are a set of 11 commercial terms setting out certain buyers' and seller's obligations under contracts of sale. First published in 1936, the Incoterms® rules are an internationally recognized standard and an essential part of the daily language of worldwide trade. The presentation will benefit importers, exporters, lawyers, transporters, and insurers alike by providing a valuable overview of the function and structure of the rules, and their practical impacts on cross-border trade.
- ATA Carnet is an international customs document allowing for the temporary duty-free and tax-free movement of samples, professional equipment and goods for exhibitions and trade show. Jointly administered by the WCO and ICC, ATA Carnet is decade-old example of how this public and private partnership facilitates billions of dollars trade among its 70+ member countries.
- **Cindy Duncan**, Senior Vice President Carnet and Trade Services, United States Council for International Business (USCIB)
- **Frank Reynolds**, President, International Projects Inc.

**16.00–17.30 Stopping counterfeit goods at the border: What more can be done by business and customs administrations?**

Illicit trade, including trade in counterfeit and pirated goods, leads to a significant drain in the global economy, jeopardizes investments in innovation and entails a serious risk to consumer health and safety. Counterfeit and pirated products — including food and beverages, pesticides and medicines — are projected to represent up to 2 % of global GDP by 2015 and serve a dual function for organized criminal groups: as a source of financing for other illegal activities, and as a tool to launder proceeds derived from various other crimes. This panel will exchange ideas and best practices on how the international trade and border and law enforcement agencies can work together to cut down on the flow of illegal and counterfeit goods without hampering legitimate trade flows.

**Moderator**

- **Daniel C. Duncan**, Chair, USCIB Intellectual Property Committee; Senior Director, International Affairs, McGraw Hill Financial

**Panellists**

- **Lev Kubiak**, Assistant Director International Operations, Immigration and Customs Enforcement (ICE), Homeland Security Investigations (HIS) International Operations, U.S. Department of Homeland Security
- **Jerry Cook**, Chair, USCIB Customs and Trade Facilitation Committee Vice President Trade and Government Relations, Hanesbrands
- **William Bullard OBE**, Corporate Relations Director, Diageo WestLAC
- **Denise Coutinho**, Senior Manager, Global Trade Strategy, Global Tax and Customs, Cisco Systems

17.30–19.00 Reception

08.30–09.30 Breakfast

**Keynote address**

- **R. Gil Kerlikowske**, Commissioner, U.S. Customs and Border Protection

09.30–11.00 **Panama canal expansion: A game changer for global and regional trade**

The Panama Canal Expansion will nearly double the capacity of the Panama Canal by 2016. The panelists will highlight the impact this will have on trade and the challenges it might engender. For example, will the expansion require regulatory changes and investments to increase the absorption capacity of ports? Will it change the way companies do business in the Americas and beyond? Will it impact global trade flows and how?

**Moderator**

- **John Danilovich**, Secretary General, International Chamber of Commerce (ICC)

**Panellists**

- **Judy Lao**, Head of Trade Facilitation Programs, Office of Western Hemisphere, Pathways to Prosperity Program, U.S. Department of Commerce; International Trade Administration Market Access and Compliance; Office of the Western Hemisphere and Brazil Desk Officer
- **Rafael Farromeque**, Senior Specialist, Head of the Logistics Practice for Latin America, Vice Presidency of Infrastructure, Development Bank of Latin America (CAF)
- **Gilbert Lee Sandler**, Founding Member, Sandler Travis and Rosenberg, P.A.
- **Leroy J. Sheffer**, Partner, International Trade Advisory Services

11.00–11.15 Coffee Break

11.15–12.45 **Balancing security and trade facilitation: What's the magic formula?**

Finding the right balance between ensuring security and facilitating trade is a constant challenge for business and governments. Voluntary supply chain security programs, like the U.S. Trusted Trader Program, have a documented process for determining and alleviating risk through their supply chains, which in turn reduces the time needed for customs examinations. The experts on this panel will explore how the international business community can strengthen cooperation between business and Customs administrations through so-called authorized economic operator programs, and other country level partnerships. They will also discuss the benefits of setting Customs de minimis regimes and other tools for a more focused approach to risk assessment and efficient revenue collection that in turn will enhance trade facilitation.

**Moderator**

- **Norman T. Schenk**, Chair, ICC Customs and Trade Facilitation Commission; Vice President, Global Customs Policy & Public Affairs, UPS

**Panellists**

- **Kunio Mikuriya**, Secretary General, World Customs Organization (WCO)
- **R. Gil Kerlikowske**, Commissioner, U.S. Customs and Border Protection
- **Luis Eduardo Lara Gutierrez**, General Administrator for Foreign Trade Audit, Mexican Tax Administration
- **Antoni Estevadeordal**, Manager Integration and Trade Sector, Vice-Presidency of Sectors and Knowledge, Inter-American Development Bank
- **Eugene Laney Jr.**, Head of International Trade Affairs, DHL Express USA

12.45–13.00 **Closing Remarks**

- **John Danilovich**, Secretary General, International Chamber of Commerce (ICC)
- **Peter Robinson**, Chief Executive Officer, United States Council for International Business (USCIB)

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